



Visitor Services

City of Toronto
Economic Development & Culture



Who is Visitor Services?



- Part of City of Toronto Economic Development and Culture.
- Mandate is to improve visitor experience and cultural/economic impact.
- Focus is improving service and information that empowers visitors, newcomers and residents to make decisions to see and do more.
- Many of these programs designed for “visitors” and “people who work with visitors” can benefit “newcomers” and “people who work with newcomers”.



Visitor Information Centres



- Operate a Toronto Desk at the Ontario Travel Information Centre at 20 Dundas St. W.
- Opening an Information Centre at Union Station in April 2014
- Operate mobile “INFOTOGO” team that travels around, offering advice & suggestions for discovering Toronto.



TAPintoTO!



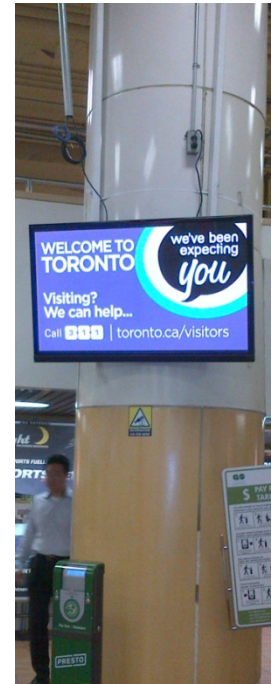
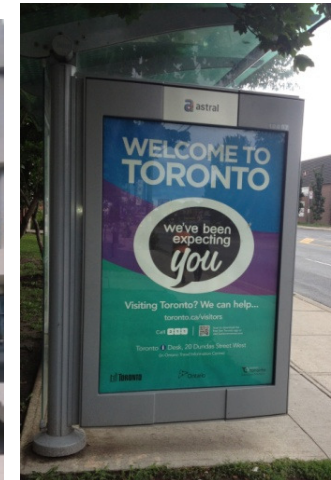
- TAPintoTO! encourages exploring areas and neighbourhoods like a local including:
 - Online information on ways to discover Toronto such as organized walks and tours.
 - Join-in-group walks of different neighbourhoods.
 - Free on-request, guided neighbourhood interpretive walks where volunteer greeters show visitors their Toronto.



We've Been Expecting You (WBEY)



- WBEY is an umbrella initiative designed to make Toronto feel more welcoming to visitors.
- It is Council endorsed
- It includes training for service workers, welcome messaging and information resources.



We've Been Expecting You Training



- An award winning training program designed to prepare participants to welcome visitors through awareness, knowledge of resources and proven customer service methodologies.
- Built around the principles of being proud, proactive, prepared and positive
- Free join-in and on-site sessions available.



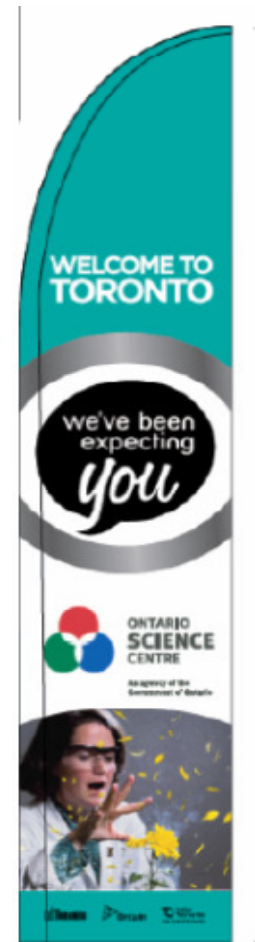
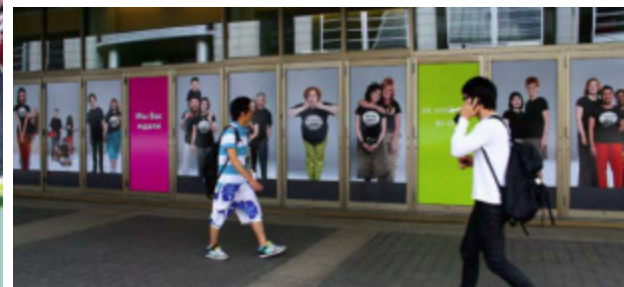
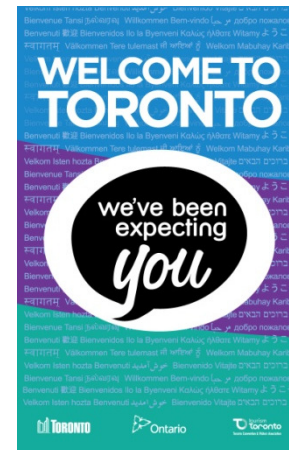
**Classroom Training -
participants to date:**
Over **1,500** individuals
representing **167** organizations



- A monthly eNewsletter for people who work with visitors
- Contains concise, useful information such as current events and industry news and WBEY program updates
- View current issue at: www.toronto.ca/wbey1/newsletter/index.htm
- Sign up at www.toronto.ca/signupwbeynews

WBEY Messaging & Collateral

- Multilingual resources designed to promote a more welcoming Toronto and link to information resources to help discover Toronto.



Festival & Events Calendar



• One of the most robust “things to do” sources in Toronto

• Free to post and attracts over 1 million visits to www.toronto.ca/eventcalendar

• Free data feed on www.toronto.ca/open

The screenshot shows the Toronto Festival & Events Calendar website. The header includes the Toronto logo and navigation links: HOME, CONTACT US, HOW DO I...?, and SEARCH. Below the header is a navigation bar with tabs: LIVING IN TORONTO, DOING BUSINESS, VISITING TORONTO, and ACCESSING CITY HALL. The main content area is titled "Toronto festivals and events calendar" and features a "Featured events" section. The featured event is "Canada Day Celebrations!" with a photo of a night celebration. The event details include: "Celebrate Canada's 146th birthday with these great events across the city! [more...](#)", "When: June 29 – July 1", and "Where: Various locations in Toronto". To the right of the featured event are three buttons: "Find an event", "Submit an event", and "Celebrate Toronto! e-newsletter". Below the featured event are three smaller event tiles: "INFOTOGO", "Mesopotamia", and "Pride Toronto". On the left side of the page, there is a sidebar with "Festivals and events calendar" links (Featured events, Find an event, Submit an event), "Events by category" (All, Arts/Exhibits, Bicentennial/War 1812, Celebrations/Holiday, Charity/Cause, Consumer shows, Cycling, Dance, Environmental, Family/Children, Farmers' markets, Film, History, Live performances, Seminars/Workshops, Sports, Theatre, Walking/Hiking), and "Links" (Tourism Toronto, Visitor services, Historic sites, Attraction highlights, Public transit, Green P Parking, Road restrictions, Event planning guide). At the bottom right, there is a "WELCOME TO TORONTO we've been expecting you" logo and social media icons for Facebook, Twitter, YouTube, and RSS, along with a "656" count.

Maps & Wayfinding



Visitor Services is involved in information projects to help people get around, including:

- Working to support the *Toronto 360 Wayfinding Study* mapping component.
- Working to improve mapping in uses such as the Infopillars
- Producing the City of Toronto Visitor Map, the most popular visitor resource in Toronto - annual production of 800,000 and unrivalled distribution network



For More Information



Visit: www.toronto.ca/visitors or www.toronto.ca/wbey

Email: visitorservices@toronto.ca



Next Steps....



- Refer newcomers to visit an Information Centre for personal advice on things to do in Toronto: www.toronto.ca/visitors
- Sign up for a WBEY session or request WBEY resources: www.toronto.ca/wbey
- Sign up for WBEY eNewsletter: www.toronto.ca/signupwbeynews
- Encourage newcomers to take the free orientation walks provided through TAPintoTO!: www.toronto.ca/tapto
- Learn about events happening or post your event to the calendar: www.toronto.ca/eventcalendar
- Request free maps to distribute: visitorservices@toronto.ca
- For general information, email us at visitorservices@toronto.ca

